

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

A.P. Tourism Promotion – Printing and Supply of Tourism Promotional Multicolor Posters and Scrolls printing using synthetic Vynil with top & bottom looping with PVC pipes and provided by thread for folding the hangout by M/s. Livewires Advertising Pvt., Limited, Hyderabad - Sanction of an amount of Rs.21,84,000/- (Rupees Twenty One Lakhs Eighty Four Thousand only) including tax — Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt No. 1008

Date:16-12-2013

Read the following:

1. Minutes of the Meeting Dt:16-07-2013 of YAT& C (PMU) Department.
2. Govt.Lr.No.5267/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.30-09-2013.
3. Bill No.Prod-196, from M/s. Livewires Advertising Pvt., Limited, Hyderabad, Dt.21-10-2013.

ORDER:

During a review meeting the Special Chief Secretary (Tourism) issues instructions for printing of AP Tourism Promotional Materials, it was also decided that (vide reference 1st read above), the department will print various forms of Tourism Promotional Materials such as posters, scrolls, flexes, Coffee Table Books, Bromide Frames etc.,

2. Accordingly all empanelled advertising agencies were invited for a meeting on 16-07-2013 along with their creatives. Upon extensive discussions it was decided that this department will distribute the works of preparation of AP Tourism promotion materials among all empanelled agencies. Accordingly, the selected posters and subjects were entrusted to different agencies that participated in the competition, prepared and submitted the creatives.

3. In the letter 2nd read above, the Government have entrusted work to M/s. Livewires Advertising Pvt., Limited, Hyderabad for Printing and Supply AP Tourism Promotional Material as detailed below:

Particulars	Posters (size 18"x28")	Scrolls (size 6x3 ft)
(1) Penugonda Ontimetta-Kadapa Kodanda Rama) (3) Bonalu Festival (4)Devuni Gadapa (5)Maduvarsalava- Wooden Craft of Tirupati Region (6)Etikopaka Toy (Imposing the face of a child) (7)Mypadu Beach (8) Hussain Sagar (Jet Ski Boat) (9) Ramzan (10) Srisailam (11) Flemingo (12)Mahanadi Temple.	Multicolor Posters 500 Nos @ Rs.170/- each = Rs.85,000/- x 12 posters = Rs.10,20,000/-	Scrolls 20 Nos @ Rs.4850/- each = Rs.97,000 x 12 scroll = Rs.11,64,000/-
Total cost = Rs.21,84,000/- (Rs.10,20,000/- + Rs.11,64,000/-)		

(P.T.O)

4. In the letter 3rd read above, M/s. Livewires Advertising Pvt., Limited, Hyderabad, has furnished bill for an amount of Rs.21,84,000/- (Rupees Twenty One Lakhs Eighty Four Thousand only) including tax, towards Printing and Supply of Multicolor Posters, Scrolls, of AP Tourism Promotional Material as detailed at Para (3) above and requested the government for the payment.
5. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.21,84,000/- (Rupees Twenty One Lakhs Eighty Four Thousand only) including tax, to M/s. Livewires Advertising, Pvt., Limited, Hyderabad for Printing and Supply of Posters and Scrolls of Andhra Pradesh Promotional Materials.
6. The amount sanctioned at Para-5 above shall be debited to the following Head of Accounts:
“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan - SH (13)
– Miscellaneous expenditure – 500 - Other Charges - 503 - Other Expenditure”
7. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT&C Department shall draw the amount sanctioned at Para-5 above and disburse the same to M/s. Livewires Advertising Pvt., Limited, Hyderabad, through following details:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
M/s. Livewires Advertising, Pvt., Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT&C Department
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.
Copy to:
The YAT&C (PMU – Claims) Department,
Sf/Sc.

//Forwarded:: By Order//

SECTION OFFICER